

# CONTRACT



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

And:

Great American Media  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

<b>Contract / Revision</b> 568863 /		<b>Alt Order #</b> 09792070
<b>Product</b> DSCC		
<b>Contract Dates</b> 09/11/12 - 10/01/12		<b>Estimate #</b> 1612
<b>Advertiser</b> Democratic Senatorial Campaign Committee		<b>Original Date / Revision</b> 08/16/12 / 08/16/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b> Do Not Mail		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8217	<b>Advertiser Code</b> 49	<b>Product Code</b> 53
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	09/11/12	10/01/12	M-F 5a-530a	5a-530a		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$400.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$400.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$400.00			
N 2	6	09/11/12	10/01/12	M-F 530a-6a	530a-6a		:30			NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$550.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$550.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$550.00			
N 3	6	09/11/12	10/01/12	M-F 6a-630a	6a-630a		:30			NM	6	\$5,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$935.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$935.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$935.00			
N 4	6	09/11/12	10/01/12	M-F 630a-7a	630a-7a		:30			NM	7	\$6,545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$935.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$935.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$935.00			
N 5	6	09/11/12	10/01/12	M-F 7a-730a	7a-730a		:30			NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$1,000.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$1,000.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$1,000.00			
N 6	6	09/11/12	10/01/12	M-F 730a-8a	730a-8a		:30			NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$1,000.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$1,000.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$1,000.00			
N 7	6	09/11/12	10/01/12	M-F 8a-830a	8a-830a		:30			NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$850.00			

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Contract / Revision 568863 /		Alt Order # 09792070
Contract Dates 09/11/12 - 10/01/12		Product DSCC
Advertiser Democratic Senatorial Ca		Estimate # 1612
		Original Date / Revision 08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$850.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$850.00			
N 8	6	09/11/12	10/01/12	M-F 830a-9a	830a-9a		:30			NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$850.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$850.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$850.00			
N 9	6	09/11/12	10/01/12	M-F 430-5a	430-5a		:30			NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$150.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$150.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$150.00			
N 10	6	09/11/12	10/01/12	M-F 9a-930a	9a-930a		:30			NM	6	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$335.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$335.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$335.00			
N 11	6	09/11/12	10/01/12	M-F 930a-10a	930a-10a		:30			NM	7	\$2,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$335.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$335.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$335.00			
N 12	6	09/11/12	10/01/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				1	\$300.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$300.00			
		Week: 09/25/12	10/01/12	MTWTF--				1	\$300.00			
N 13	6	09/11/12	10/01/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$315.00			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$315.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$315.00			
N 14	6	09/18/12	10/01/12	M-F 1p-2p	1p-2p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	MTWTF--				1	\$250.00			
		Week: 09/25/12	10/01/12	MTWTF--				1	\$250.00			
N 15	6	09/11/12	10/01/12	M-F 2p-3p	2p-3p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				1	\$250.00			
		Week: 09/18/12	09/24/12	-----				0	\$0.00			
		Week: 09/25/12	10/01/12	MTWTF--				1	\$250.00			
N 16	6	09/15/12	09/29/12	Sa 7a-8a	7a-8a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S-				1	\$300.00			
		Week: 09/17/12	09/23/12	-----S-				1	\$300.00			
		Week: 09/24/12	09/30/12	-----S-				1	\$300.00			
N 17	6	09/16/12	09/30/12	Su 8a-9a	8a-9a		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$350.00			
		Week: 09/17/12	09/23/12	-----S				1	\$350.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
568863 /	09792070

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/11/12 - 10/01/12	DSCC	1612

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/24/12	09/30/12	-----S				1	\$350.00				
N 18	6	09/16/12	09/30/12	FOX News Sunday	9a-10a		:30			NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/10/12	09/16/12	-----S				1	\$400.00				
		Week: 09/17/12	09/23/12	-----S				1	\$400.00				
		Week: 09/24/12	09/30/12	-----S				1	\$400.00				
N 19	6	09/11/12	10/01/12	M-F 4p-430p	4p-430p		:30			NM	3	\$975.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/11/12	09/17/12	MTWTF--				1	\$325.00				
		Week: 09/18/12	09/24/12	MTWTF--				1	\$325.00				
		Week: 09/25/12	10/01/12	MTWTF--				1	\$325.00				
N 20	6	09/11/12	10/01/12	M-F 430p-5p	430p-5p		:30			NM	3	\$1,155.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/11/12	09/17/12	MTWTF--				1	\$385.00				
		Week: 09/18/12	09/24/12	MTWTF--				1	\$385.00				
		Week: 09/25/12	10/01/12	MTWTF--				1	\$385.00				
N 21	6	09/11/12	10/01/12	M-F 5p-530p	5p-530p		:30			NM	7	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/11/12	09/17/12	MTWTF--				2	\$600.00				
		Week: 09/18/12	09/24/12	MTWTF--				2	\$600.00				
		Week: 09/25/12	10/01/12	MTWTF--				3	\$600.00				
N 22	6	09/11/12	10/01/12	M-F 530p-6p	530p-6p		:30			NM	7	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/11/12	09/17/12	MTWTF--				2	\$600.00				
		Week: 09/18/12	09/24/12	MTWTF--				2	\$600.00				
		Week: 09/25/12	10/01/12	MTWTF--				3	\$600.00				
N 23	6	09/11/12	10/01/12	M-F 6p-630p	6p-630p		:30			NM	7	\$4,550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/11/12	09/17/12	MTWTF--				2	\$650.00				
		Week: 09/18/12	09/24/12	MTWTF--				2	\$650.00				
		Week: 09/25/12	10/01/12	MTWTF--				3	\$650.00				
N 24	6	09/15/12	09/29/12	Sa 6p News	6-630p		:30			NM	3	\$1,350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/10/12	09/16/12	-----S-				1	\$450.00				
		Week: 09/17/12	09/23/12	-----S-				1	\$450.00				
		Week: 09/24/12	09/30/12	-----S-				1	\$450.00				
N 25	6	09/16/12	09/30/12	Su 5p News	5-530p		:30			NM	2	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/10/12	09/16/12	-----S				1	\$750.00				
		Week: 09/17/12	09/23/12	-----				0	\$0.00				
		Week: 09/24/12	09/30/12	-----S				1	\$750.00				
N 26	6	09/23/12	09/30/12	Su 5p News	5-530p		:30			NM	2	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/17/12	09/23/12	-----S				1	\$650.00				
		Week: 09/24/12	09/30/12	-----S				1	\$650.00				
N 27	6	09/19/12	09/19/12	FOX Prime Wednesday	7p-8p		:30			NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/17/12	09/23/12	--W----				1	\$2,000.00				
N 28	6	09/12/12	09/26/12	FOX Prime Wednesday	8p-9p		:30			NM	2	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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Contract / Revision	Alt Order #
568863 /	09792070

Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC	1612

Advertiser	Original Date / Revision
Democratic Senatorial Ca	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount																						
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/10/12</td><td>09/16/12</td><td>--W----</td><td>1</td><td>\$2,000.00</td></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----</td><td>0</td><td>\$0.00</td></tr><tr><td>Week: 09/24/12</td><td>09/30/12</td><td>--W----</td><td>1</td><td>\$2,000.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/10/12	09/16/12	--W----	1	\$2,000.00	Week: 09/17/12	09/23/12	-----	0	\$0.00	Week: 09/24/12	09/30/12	--W----	1	\$2,000.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/10/12	09/16/12	--W----	1	\$2,000.00																													
Week: 09/17/12	09/23/12	-----	0	\$0.00																													
Week: 09/24/12	09/30/12	--W----	1	\$2,000.00																													
N 29	6	09/20/12	09/20/12	X Factor Thursday	7p-9p		:30			NM	1	\$2,350.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>---T---</td><td>1</td><td>\$2,350.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/17/12	09/23/12	---T---	1	\$2,350.00												
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/17/12	09/23/12	---T---	1	\$2,350.00																													
N 30	6	09/14/12	09/28/12	FOX Prime Friday 7-8	7p-8p		:30			NM	2	\$3,600.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/10/12</td><td>09/16/12</td><td>----F--</td><td>1</td><td>\$1,800.00</td></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----</td><td>0</td><td>\$0.00</td></tr><tr><td>Week: 09/24/12</td><td>09/30/12</td><td>----F--</td><td>1</td><td>\$1,800.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/10/12	09/16/12	----F--	1	\$1,800.00	Week: 09/17/12	09/23/12	-----	0	\$0.00	Week: 09/24/12	09/30/12	----F--	1	\$1,800.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/10/12	09/16/12	----F--	1	\$1,800.00																													
Week: 09/17/12	09/23/12	-----	0	\$0.00																													
Week: 09/24/12	09/30/12	----F--	1	\$1,800.00																													
N 31	6	09/11/12	10/01/12	M-F 9-930p	9p-930p		:30			NM	6	\$9,150.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/11/12</td><td>09/17/12</td><td>MTWTF--</td><td>2</td><td>\$1,525.00</td></tr><tr><td>Week: 09/18/12</td><td>09/24/12</td><td>MTWTF--</td><td>2</td><td>\$1,525.00</td></tr><tr><td>Week: 09/25/12</td><td>10/01/12</td><td>MTWTF--</td><td>2</td><td>\$1,525.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/11/12	09/17/12	MTWTF--	2	\$1,525.00	Week: 09/18/12	09/24/12	MTWTF--	2	\$1,525.00	Week: 09/25/12	10/01/12	MTWTF--	2	\$1,525.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/11/12	09/17/12	MTWTF--	2	\$1,525.00																													
Week: 09/18/12	09/24/12	MTWTF--	2	\$1,525.00																													
Week: 09/25/12	10/01/12	MTWTF--	2	\$1,525.00																													
N 32	6	09/11/12	10/01/12	M-F 930-10p	930p-10p		:30			NM	6	\$8,700.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/11/12</td><td>09/17/12</td><td>MTWTF--</td><td>2</td><td>\$1,450.00</td></tr><tr><td>Week: 09/18/12</td><td>09/24/12</td><td>MTWTF--</td><td>2</td><td>\$1,450.00</td></tr><tr><td>Week: 09/25/12</td><td>10/01/12</td><td>MTWTF--</td><td>2</td><td>\$1,450.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/11/12	09/17/12	MTWTF--	2	\$1,450.00	Week: 09/18/12	09/24/12	MTWTF--	2	\$1,450.00	Week: 09/25/12	10/01/12	MTWTF--	2	\$1,450.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/11/12	09/17/12	MTWTF--	2	\$1,450.00																													
Week: 09/18/12	09/24/12	MTWTF--	2	\$1,450.00																													
Week: 09/25/12	10/01/12	MTWTF--	2	\$1,450.00																													
N 33	6	09/11/12	10/01/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,900.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/11/12</td><td>09/17/12</td><td>MTWTF--</td><td>1</td><td>\$1,300.00</td></tr><tr><td>Week: 09/18/12</td><td>09/24/12</td><td>MTWTF--</td><td>1</td><td>\$1,300.00</td></tr><tr><td>Week: 09/25/12</td><td>10/01/12</td><td>MTWTF--</td><td>1</td><td>\$1,300.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/11/12	09/17/12	MTWTF--	1	\$1,300.00	Week: 09/18/12	09/24/12	MTWTF--	1	\$1,300.00	Week: 09/25/12	10/01/12	MTWTF--	1	\$1,300.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/11/12	09/17/12	MTWTF--	1	\$1,300.00																													
Week: 09/18/12	09/24/12	MTWTF--	1	\$1,300.00																													
Week: 09/25/12	10/01/12	MTWTF--	1	\$1,300.00																													
N 34	6	09/22/12	09/22/12	Sa 9p-930p	9p-930p		:30			NM	1	\$1,100.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----S-</td><td>1</td><td>\$1,100.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/17/12	09/23/12	-----S-	1	\$1,100.00												
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/17/12	09/23/12	-----S-	1	\$1,100.00																													
N 35	6	09/22/12	09/22/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$1,050.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----S-</td><td>1</td><td>\$1,050.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/17/12	09/23/12	-----S-	1	\$1,050.00												
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/17/12	09/23/12	-----S-	1	\$1,050.00																													
N 36	6	09/16/12	09/30/12	Su 9p-930p	9p-930p		:30			NM	2	\$3,000.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/10/12</td><td>09/16/12</td><td>-----S</td><td>1</td><td>\$1,500.00</td></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----</td><td>0</td><td>\$0.00</td></tr><tr><td>Week: 09/24/12</td><td>09/30/12</td><td>-----S</td><td>1</td><td>\$1,500.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/10/12	09/16/12	-----S	1	\$1,500.00	Week: 09/17/12	09/23/12	-----	0	\$0.00	Week: 09/24/12	09/30/12	-----S	1	\$1,500.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/10/12	09/16/12	-----S	1	\$1,500.00																													
Week: 09/17/12	09/23/12	-----	0	\$0.00																													
Week: 09/24/12	09/30/12	-----S	1	\$1,500.00																													
N 37	6	09/23/12	09/23/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,500.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----S</td><td>1</td><td>\$1,500.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/17/12	09/23/12	-----S	1	\$1,500.00												
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/17/12	09/23/12	-----S	1	\$1,500.00																													
N 38	6	09/11/12	10/01/12	M-F 1035p-1105p	1035p-1105p		:30			NM	6	\$3,300.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/11/12</td><td>09/17/12</td><td>MTWTF--</td><td>2</td><td>\$550.00</td></tr><tr><td>Week: 09/18/12</td><td>09/24/12</td><td>MTWTF--</td><td>2</td><td>\$550.00</td></tr><tr><td>Week: 09/25/12</td><td>10/01/12</td><td>MTWTF--</td><td>2</td><td>\$550.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/11/12	09/17/12	MTWTF--	2	\$550.00	Week: 09/18/12	09/24/12	MTWTF--	2	\$550.00	Week: 09/25/12	10/01/12	MTWTF--	2	\$550.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/11/12	09/17/12	MTWTF--	2	\$550.00																													
Week: 09/18/12	09/24/12	MTWTF--	2	\$550.00																													
Week: 09/25/12	10/01/12	MTWTF--	2	\$550.00																													
N 39	6	09/15/12	09/29/12	College Football on	various		:30			NM	3	\$4,500.00																					
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>Week: 09/10/12</td><td>09/16/12</td><td>-----S-</td><td>1</td><td>\$1,500.00</td></tr><tr><td>Week: 09/17/12</td><td>09/23/12</td><td>-----S-</td><td>1</td><td>\$1,500.00</td></tr><tr><td>Week: 09/24/12</td><td>09/30/12</td><td>-----S-</td><td>1</td><td>\$1,500.00</td></tr></table>												Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 09/10/12	09/16/12	-----S-	1	\$1,500.00	Week: 09/17/12	09/23/12	-----S-	1	\$1,500.00	Week: 09/24/12	09/30/12	-----S-	1	\$1,500.00		
Start Date	End Date	Weekdays	Spots/Week	Rate																													
Week: 09/10/12	09/16/12	-----S-	1	\$1,500.00																													
Week: 09/17/12	09/23/12	-----S-	1	\$1,500.00																													
Week: 09/24/12	09/30/12	-----S-	1	\$1,500.00																													

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u> 568863 /		<u>Alt Order #</u> 09792070
<u>Contract Dates</u> 09/11/12 - 10/01/12	<u>Product</u> DSCC	<u>Estimate #</u> 1612
<u>Advertiser</u> Democratic Senatorial Ca		<u>Original Date / Revision</u> 08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 40	6	09/23/12	09/23/12	NFL on FOX Pregame	various		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$2,500.00			
N 41	6	09/16/12	09/16/12	NFL on FOX 12p	12p-CC		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$5,000.00			
N 42	6	09/13/12	09/13/12	GB Packers Football	various		:30			NM	1	\$21,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$21,500.00			
N 43	6	09/23/12	09/23/12	NFL on FOX 12p	12p-CC		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$5,000.00			
Totals											166	\$155,015.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	154	\$147,235.00	\$125,149.75
10/01/12 - 10/01/12	12	\$7,780.00	\$6,613.00
<b>Totals</b>	<b>166</b>	<b>\$155,015.00</b>	<b>\$131,762.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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